The Impact of Celebrity Endorsements on Customer Buying Intentions of the Sri Lankan Malted Milk Powder Market

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The celebrity endorsement is mainly used for the malted food drinks when comparing with other milk products. That is mainly due to the "Point of difference" most of the malted food drinks try to emphasize the energy. The research problem is to identify "Does celebrity endorsement influence the customer purchasing intention for malted milk powder brands in Sri Lanka?"

The purpose of this study is to identify the association between celebrity endorsement and customer purchase intention of the Malted milk powder products. This research is quantitative and convenience sampling was used to collect data. For the purpose of achieving objectives responses were gathered from 100 respondents. After gathering the information the data were analyzed using different analytical tools. The data was coded and analyzed using SPSS statistical tools including descriptive statistics. Descriptive analysis will be done for the calculation of Mean Median, Mode, Standard deviation, Frequencies, and percentage for the independent and Dependent variables.

Dimensions of celebrity endorsement that are celebrity attractiveness, trustworthiness and the expertise affect to customer purchase intention throughout this research report it explains how these three dimensions effect to the main concept of purchase intention for malted milk powder brands. Finally the hypotheses were tested based on the dependent and independent variable. After testing the entire hypothesis it is considered to be a positive relationship between the celebrity endorsement and the purchase intention of malted milk powder.

Keywords: *Celebrity Endorsement, Purchase Intention, Source credibility*