

# **Impact of Celebrity Endorsement on Consumer Buying Behavior: With Special Reference to Telecommunication Sector in Sri Lanka**

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The purpose of this study is to identify the impact of celebrity endorsement towards consumer buying behaviour in telecommunication services sector in Sri Lanka. It provides the support in identifying the impact of celebrity endorsers and discuss the characteristics a celebrity should have for an effective brand endorsement by helping decision makers in selecting the right celebrity to represent their brand.

The data of the study has been conducted using both secondary and primary data sources and sample selection has been done using selective sampling to proportionately define the sample. The sample was a representation of Sri Lankan telecommunication subscribers comprises with 20 – 40 age range and size of the sample was 100 respondents.

Descriptive and inferential statistical results are obtained through data analysis and it is hypothetically proven that there is a significant relationship between four independent variables; trustworthiness, expertise, attractiveness, respect of the celebrity and consumer buying behaviour.

**Keywords:** Celebrity Endorsement, Customer Buying Behavior, Sri Lankan context, Telecommunication service sector