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**IMPACT OF CELEBRITY WORSHIP MOTIVES ON CUSTOMER BRAND
RELATIONSHIP (CBR) BEHAVIOR TOWARDS SERVICE SECTOR ENDORSED
BRANDS**

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ABSTRACT

The practice of using celebrities has been a vital strategy across the world whereas different product scopes have been examined within empirical studies related to Celebrity Worship Motives (CWM). Meanwhile, the cost and the risk engaged with celebrity endorsement are also a critical factor as it needs to evaluate the impact towards endorsed brand. As it finds in Sri Lanka and India, Bangladesh is also a significant context for celebrity endowment practices. Bangladesh idolizes their cricketers and cinema stars for celebrity endorsement practices, but empirical gaps are noticed to examine their effectiveness for the brand related behaviors. Accordingly, this paper focuses examining the perception of customer on celebrity endorsement with reference to Customer Brand Relationship behavior (CBR) in the services sector endorsed brands. It has used a structured questionnaire as the main research instrument to collect the primary data followed by survey method. Probability sampling method was occupied to select 160 respondents for the survey and both descriptive and inferential statistics were used to analyze the data. Hypotheses were tested by using correlational analysis. The relationship between entertainment motives and CBR towards the endorsed brand was found to be significant in the findings. Researchers concluded the paper by explaining how different antecedents of CWM relate with CBR whilst suggesting propositions for the future studies.

Keywords: Celebrity Endorsement, Customer Brand Relationship, Celebrity Worship Motives, Service Sector Brands, Bangladesh