

The Impact of Celebrity Endorsement in Developing Purchase Intension with Special Reference to Confectionery & Bakery Industry

Silva S W K N D

Department of Marketing Management, University of Kelaniya, Sri Lanka
kavindunimesh@gmail.com

W A D N R Gunawardhana

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

This study aims to examine the impact of key determinants of Celebrity Endorsement on customers' purchase intentions, with a particular focus on the population in the Western Province of Sri Lanka. The determinants of Celebrity Endorsement analyzed in this study include Attractiveness, Trustworthiness, and Expertise. A research model was developed based on various studies and theories, and a quantitative research approach was employed. The study population comprised individuals aged 18 and above, both male and female, residing in the Western Province. A convenience sampling method was used to select the sample. Data were collected through a structured questionnaire administered via an online survey. Correlation and linear regression analyses were conducted to evaluate the hypotheses. The findings revealed a positive and strong relationship between the key determinants: Attractiveness, Trustworthiness, and Expertise and the purchase intention for biscuit products among individuals in the Western Province. The research findings contribute to understanding the value-enhancing potential of Celebrity Endorsement and illustrate its impact on customers' purchase intentions in the Confectionery and Bakery industry. These findings are valuable for decision-makers and marketers in the Confectionery and Bakery industry, providing insights into customer behavior and aiding in the development of effective marketing strategies. The effects of Celebrity Endorsement on customer perceptions and purchase intentions regarding Confectionery products and brands in the Sri Lankan context have yet to be fully understood.

Keywords: *Attractiveness, Celebrity Endorsement, Confectionery & Bakery Industry Purchase Intension of Customer, Trustworthiness & Expertise*