

The Impact of Celebrity Endorsement on Consumer Purchase Intention: With Special Reference to Personal Care Brands in Sri Lanka

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Celebrity endorsements in advertising emerged to increase attention over the past few decades. Attracting and the popularity created in promotions are one of the vital aspects used when promoting personal care brand in the market. Firms use a variety of celebrities to endorse number of brands in respective fields. Attention and attraction centered objectives are the main objectives accomplished via these celebrities, although rarely it fails to grab the customer attention. It is vital to affect the consumer perception to persuade the customers to convert their purchase intention to a purchase decision. In this study focuses on examine the relationship with between celebrity endorsement and consumers purchase intention connected to personal care brands in Sri Lanka. The survey method was used as the research method and questionnaires were utilized in gathering information from the respondents. Convenience sampling was used to collect data and questionnaires were distributed among 300 respondents and analyzed descriptively using the SPSS 26.0 version. Multiple Regression and Correlation analysis was directed to institute the nature of the relationship between the celebrity endorsers and consumer purchasing intention. Finding showed significant and positive relationship between the celebrity endorsement and consumer purchasing intention. Furthermore, study confirms that attributes of celebrity are not only important for intent to purchase for personal care brands but quality, brand image and brand loyalty are the key factors for intention to purchase.

Keywords: *Attractiveness, Celebrity Endorsement, Congruence, Consumer Purchasing Intention, Expertise, Trustworthiness*