

**CELEBRITY ADVERTISING
AND
CONSUMER BEHAVIOUR**

(In the context of Sri Lanka)

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ABSTRACT

The famous personalities (celebrities) appearing on TV advertisements were focused in this study and the main purpose was to examine the influence of consumer behaviour in relation to Celebrity Advertising in Sri Lanka.

The study was conducted in the districts of Colombo, Gampaha, Kalutara, Galle and Matara. 212 respondents were selected for the survey and the respondents were asked to answer the prepared questionnaire. The questionnaire was designed including 10 goods and services that were advertised with celebrities. The celebrities were grouped into three categories according to their attributes as Expert, Attractive and Trustworthy.

The study revealed the following major facts;

- The influence of consumer behaviour in relation to Celebrity advertising in Sri Lanka is not at a significant level.
- The purchasing is the most influential decision of consumer's with regard to Celebrity Advertising.

- The trustworthiness is the most considered attribute of the celebrity that influences the consumer behaviour.
- When the Celebrity is an Attractive person the ability of recalling the advertisement is very high.
- There is a relationship between product categories and consumer behaviour in relation to celebrity advertising.

The researcher recommends that;

- By using trustworthy Celebrities in advertisements higher results can be yield.
- If the marketer wants to keep the advertisement in the minds of consumers, attractive Celebrity is more suitable.
- The selected Celebrity must have a good image.
- The advertised product must relate to the Celebrities' field or area