

The Impact of Celebrity Endorsement on Consumer Buying Behavior: with Special Reference to Confectionery Industry in Sri Lanka

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Sri Lanka, as a South Asian country with a growing economy, presents numerous areas for research. Among these, the confectionery industry, which plays a significant role in the economy, has garnered attention. This study focuses on the impact of celebrity endorsement on consumer buying behavior within this sector. The confectionery industry has experienced substantial growth over the past decade, and forecasts suggest continued rapid expansion in the coming years. Consequently, intense competition has emerged among industry players. Celebrity endorsement is identified as a potentially effective strategy to address these competitive challenges. Empirical studies indicate that celebrity endorsement positively influences consumer buying behavior in the confectionery sector. Specifically, attributes such as celebrity expertise, trustworthiness, and attractiveness are found to motivate consumer purchase intentions. This research examines the effect of celebrity endorsement on consumer buying behavior in Sri Lanka's confectionery industry. A simple random sampling technique was employed to select a sample of 384 consumers from across Sri Lanka. Data were analyzed using correlation matrix analysis. Given the limited existing research on the impact of celebrity endorsement within this industry in Sri Lanka, this study provides valuable insights for organizations in the sector, helping them to develop and implement effective marketing strategies.

Keywords: *Celebrity Endorsement, Confectionery Industry, Consumer Buying Behavior*