

**The Impact of Celebrity Endorsement on Purchase Intention:
Examining the Mediating Effect of Customer Trust: with Special
Reference to Fashion Retail Industry in Sri Lanka**

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In contemporary society, celebrities are often regarded as role models, leading individuals to make lifestyle changes to emulate their favorite stars. This influence significantly impacts purchase intentions within the retail fashion sector, resulting in intense competition among businesses. To address this, marketers frequently employ celebrity endorsement strategies to affect consumer purchase intentions. The purpose of this study is to examine how celebrity endorsement influences customer purchase intention, specifically within Sri Lanka's fashion retail industry. A review of existing literature revealed a contentious conclusion regarding this relationship. Additionally, there is a scarcity of research on the mediating role of customer trust in this context. Data for this quantitative study were collected using a standardized questionnaire. A total of 418 questionnaires were distributed, and 389 responses were obtained through an online survey. The results demonstrated a positive impact of celebrity endorsement on purchase intention. Furthermore, it was found that consumer trust mediates the relationship between celebrity endorsement and purchase intention. SPSS version 26 was utilized for regression and correlation analyses. Based on the findings, recommendations and directions for future research were proposed, which are intended to aid marketers and researchers in the fashion retail industry.

Keywords: *Celebrity Endorsement, Customer Trust, Fashion Retail, Purchase Intention*