

## **The Impact of Celebrity Endorsement on Purchase Intention of the Telecommunication Industry in Sri Lanka**

**M D H Amalka**

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

**W M C B Wanninayake**

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

This paper aims to determine the definitive impact of celebrity endorsement on purchase intention within the telecommunication industry in Sri Lanka. The study utilized the TEARS model variables as the independent variables, with purchase intention as the dependent variable. The conceptual framework and questionnaire were developed following a comprehensive review of relevant literature and concepts pertaining to the study area. A quantitative research approach was employed, and data were collected using a self-administered questionnaire. Out of the 396 questionnaires distributed, 340 responses were used for analysis after excluding extreme cases. To assess the hypothesized relationship between the independent and dependent variables, a multiple regression analysis was conducted using SPSS version 26. The findings revealed a significant impact of celebrity endorsement on purchase intention within Sri Lanka's telecommunication industry.

**Keywords:** *Attractiveness, Celebrity Endorsement, Expertise, Purchase Intention, Respect, Similarity, Trustworthiness*