

Impact of Celebrity Endorsement on Customer Purchase Intention with Relation to the Television Commercial

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Celebrity endorsers mean who engage to communicate appropriate message for receivers. Most of the time celebrity endorsers use to appeal the customers. For these advertisements, can be used more attractive, famous, and knowledgeable persons to endorse. Customer's first impression can be increased or decreased through celebrity endorsement. This study aims to investigate the impact of celebrity endorsement on customer purchase intention. In this research study, we have discussed one dimension of celebrity endorsement to affect customer purchase intention. Furthermore, discussed honorable, exquisite personality and dignified image constructs in the celebrity endorsement. The sample size of the study was 120 and those who had seen adverts the TV commercials. Respondents were selected using convenient sampling method in Western province in Sri Lanka and data was collected in sharing online questionnaire. The results of this research study were found that celebrity endorsement influence on customer purchase intention and all the factors in the celebrity endorsement influenced on purchase intention. Finally, researchers will provide some guidance for future research.

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