

Impact of Celebrity Endorsement on Consumer Purchase Intention of FMCG Industry in Sri Lanka

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In this study, the researcher wanted to determine the relationship between celebrity endorsement and the FMCG industry's consumer purchase intention in Sri Lanka. Because most of the companies are spending huge sum of money for their advertisement. They think that advertisements can change their consumers' purchase intention. Therefore, the researcher conducted this study to find out the validity of this thinking. The researcher selected the variables which match the meaning transfer of the celebrity. After developing the hypotheses for the study, the questionnaire was developed focusing on the celebrity's characteristics. Data were analyzed using SPSS and the multiple regression techniques used as a statistical tool. This study's findings revealed that most of the respondents believed that celebrity's attractiveness was the most important factor for brand recall. However, it does not directly impact of purchase intention of consumers. Furthermost, respondents believe that attractive celebrity' credibility is very low. Therefore, it does not directly impact purchase intention. Accordingly, the organization should think celebrity's credibility before they use in their advertisements. However, the study found that an Attractive celebrity can create a positive image to the advertisement.

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