

The impact of celebrity endorsement on purchasing intention with special reference to malted milk powder market in Sri Lanka

R.A.C.P. Ranasinghe

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Dr. W.M.C.B Wanninayake

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

The biggest improvement in the field of Marketing is the celebrity involvement as a promotional technique. Advertisers believe that using celebrity endorser will foster, in the mind of the customer, a connection between the celebrity endorser and endorse brand and perceived as a winning formula for brand building. Considering the massive amount of celebrity endorsement practices in advertising, this study is an effort to examine the association between celebrity endorsement and consumers purchasing intention with special reference to malted milk powder market in Sri Lanka. There was no any research found, under this topic in Sri Lanka hence it is considered as beneficial to identify this association.

It is anticipated that attractive celebrities and credible celebrities could influence customer preference positively, and that this will eventually lead to the purchasing of the advertised products and services. The main objective of this research was to find out whether the celebrity endorsement can influence the purchasing intention of Sri Lankan consumers.

A sample which consists of 100 respondents in Colombo district was used for this research study and was based on both primary & secondary data. A standard questionnaire was used and all the data analysis procedures were accomplished with assistance of SPSS software 16 version.

Most of the companies use the Celebrities for their advertisements assuming that their attractiveness, trustworthiness and expertise will positively and largely impact on the sales of the malted milk powder. But this study reveals that there is no significant relationship between the above characteristics of celebrities and purchasing intention of the consumers.

Keywords: *Malted milk powder, Customer preference, Purchase intention*