

Celebrities in advertisements and its impact on consumer buying behavior in the context of Sri Lanka

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Most of the companies spend huge sum of money to have celebrities appear in their advertisements and endorse their products. Marketers think a popular admired celebrity will favorably influence consumer's feelings, attitudes and purchase behaviour. They further believe Celebrities can enhance the target audience's perception of the product in terms of image and performance. Celebrity Advertising is one of the methods of presenting advertising message to the target customers.

The celebrity advertising in Sri Lanka became popular after introducing television networks in 1982. Today, the famous personalities like sport heroes and film stars endorse some popular brands in Sri Lanka. In this background, this research aimed at analyzing of consumer behavior in relation to celebrity advertising. This study based on both primary and secondary data. The primary data was collected from the sample survey that was carried out by using structured questionnaire for 200 customers in the districts of Colombo, Gampaha, Kalutara, Kurunegala and Kandy. The questionnaire was designed including 10 goods and services that were advertised with celebrities. The celebrities were grouped in to three categories according to their attributes as Expert, Attractive and Trustworthy. The secondary data were collected from relevant journals, books and published data of some Sri Lankan research firms. The study revealed that the influence of consumer behavior in relation to celebrity advertising in Sri Lanka is not at significant level. The trustworthiness is the most considered attribute of the celebrity that influence on the consumer behavior and if the celebrity is an attractive person, the ability of recalling the advertisement is very high. There is a relationship between product categories and consumer behavior in relation to the celebrity advertising. Therefore the researchers recommend that by using trustworthy celebrities in advertisements higher results can be yield. If the marketer want to more recall effectiveness to the advertisement, attractive celebrities are appropriate.

Key words: Celebrities, Advertisements, Consumer buying behavior, Attractiveness, Trustworthiness

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