

## Celebrity Advertising and Consumer Behaviour

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The celebrity advertising in Sri Lanka becomes 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 aims at analyzing of consumer behavior in relation to celebrity advertising in Sri Lanka.

This study is based on both primary and secondary data. The primary data was collected from the sample survey that was conducted in the districts of Colombo, Gampaha, Kalutara, Galle and Mathara. 212 respondents were selected for the survey and respondents were asked to answer the prepared questionnaire. The questionnaire was designed including 10 goods and services that were advertised with celebrities. The celebrities were grouped into 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 agencies.

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 when 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 trustworthiness celebrities in advertisement higher results can be yielded and more recall effectiveness to the advertisements can be obtained using attractive famous personalities who appropriate to the advertised products.

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