

# **The Impact of Brand Exposure through Brand Ambassador on Consumer Purchasing Intention in Sri Lanka (With Special Reference to Millennial Audience)**

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With the increasing competition in today's market, it has become a common practice to use brand ambassadors to endorse brands without being restricted only to celebrity endorsement. Unlike celebrity endorsers who merely appear on advertisements, brand ambassadors represent the company in public as its employees. Companies may often have certain doubts whether they can have a large reach and a positive influence over the marketing process, as they are being signed for a large sum of money. Since most researches have been focused on the celebrity endorsers' impact over consumer behavior, this study's objective is to assess the impact of brand exposure through brand ambassador in terms of ambassadors' gender, credibility, attractiveness, endorsement type and multiple product endorsement on consumer purchasing intention. The sample of this study is 200 millennials from Colombo district, selected using stratified sampling and mall intercept technique who purchase products endorsed by brand ambassadors. A questionnaire was used to collect primary data and analyzed using SPSS software. The results obtained implied that there exists a weak positive relationship between overall brand ambassador endorsements and consumer purchasing intention. It was also observed that endorser gender, endorser credibility, endorser attractiveness and endorser type have weak positive relationships with consumer purchasing intention and a weak negative relationship with multiple product endorsement. Hence it can be concluded that all the dimensions have a significant impact on consumer purchasing intention in Sri Lanka. Further, according to the regression model, endorser credibility was identified as the most influential factor for consumer purchasing intention. Thus, it is recommended that when selecting brand ambassadors, marketers should be more focused on the expertise of the endorser which makes him/her credible for the marketing of the product or service than other attributes.

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