



**THE RELATIONSHIP BETWEEN CELEBRITY
ENDORSEMENTS AND CONSUMER PURCHASE
INTENTION
(WITH SPECIAL REFERENCE TO SKIN CARE AND HAIR
CARE MARKET)**

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ABSTRACT

Modern marketing attempts to attract more customers as to build up the profits and growth within the industry for the firm as the competitiveness from rivals is more tactful. Using celebrities on promotional campaigns is one of the strategies within the promotional strategy of the firm as this study investigates the relationship between celebrity endorsers and consumers' purchase intention. The objective is to find the relationship between celebrity endorsement and consumer purchase intention. This study investigates the attributes of the Celebrity Endorsement and relationship of each attribute towards the Purchase Intention, in relation with the skincare and hair care market in Sri Lankan context. Three celebrity endorsement dimensions; Expertise, Trustworthiness, and Attractiveness and consumer purchase intention has measured, both primary and secondary data has been collected and sample of hundred consumers has been randomly chosen from Western Province. Findings revealed that weak positive relationship between celebrity endorsements and consumer purchase intention and celebrity expertise has been identified as the most influential factor. Study recommends that consumer evokes the advertisement due to the attractiveness of the celebrity and influence of consumer behavior can be changed due to type of celebrity and product category. Further when selecting a celebrity the relevancy to the product to influence on consumers purchase intention and their qualifications or expertise on concerned products could identified as Managerial Implications.

Key Words: Celebrity Endorsement, Attractiveness, Expertise, Trustworthiness, Consumer Purchase Intension