

**"A STUDY ON THE RELATIONSHIP BETWEEN CELEBRITY
ENDORSEMENT AND PURCHASE INTENTION OF MALTED
MILK POWDERS SPECIAL REFERENCE TO NUWARA ELIYA
DIVISIONAL SECRETARIAT AREA
IN NUWARA ELIYA DISTRICT"**



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EASTERN UNIVERSITY, SRI LANKA,

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ABSTRACT

Advertisement by involvement of celebrities becomes an essence in modern competitive marketing environment for high recognition and creation of strong purchase intention. Nowadays it has become a pervasive element of advertising industry in Sri Lanka. Malted Milk Powder marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This study specially focuses on examining the Relationship between Celebrity Endorsement and Purchase Intention of Malted Milk Powder.

The descriptive research was used with 200 respondents who resided in Nuwara Eliya Divisional Secretariat Area as the convenient sample. Data was collected through closed ended questionnaires and the analysis was conducted by SPSS Statistics, which are Univariate, Bivariate, and Research Hypothesis. The findings of the present study suggest that the Celebrity Endorsement is having the strong positive relationship with Purchase Intention of Malted Milk Powders.

Key Terms: Celebrity Endorsement, Purchase Intention, Malted Milk Powders, Attractiveness, Trustworthiness, Expertise

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