



INFORMATICS
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BA (Hons) Business Management

Impact of Celebrity Endorsement through Social Media on Consumer Purchasing Intentions in Sri Lankan Fashion Industry

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Abstract

Celebrity endorsement in social media has become a widely used and potential concept in Sri Lanka in which marketers, business expertise and managers studying for. Since all the fashion retailers are started to move to online business fashion brands now finding unique ways to dominant the online market. Social media marketing has become a new trend to the world and people have started purchase through social media platforms. To be succeed online businesses are now emerging celebrity endorsement with social media to reach to the new customers and repeat sales. This paper is to identify impact of celebrity endorsement through social media channels on consumer purchasing intentions in Sri Lankan fashion industry. This topic examined through a mixed method and deductive approach and the secondary data is supported through journals, textbooks, online publications, and background knowledge of the study context. Primary data is obtained through a data collection to analyze and few interviews conducted to support the discussions. The outcome of the study shows that how the celebrity attributes impact on perceived customer purchasing decisions through a hypothesis analysis. Finally, the research concludes with the recommendations to the future studies to enhance the research objectives broadly and businesses to succeed in the online market.