

ABSTRACT

Among the strategies in promoting brand in Marketing Management, the celebrity endorsement is taken place a premier possession in respect with other strategies. Children especially the teenagers are the blooming buds in our society and they are very special market segment which should be treated very carefully with studies focused with their behavioral patterns. Hence in this study, it is intended to explain the effect of celebrity endorsement towards purchase decision making of Sri Lankan teenagers. According to literature review, it was found various dimensions are incorporated with effect of celebrity. In this study particular dimensions have been deeply studied and effect of those dimensions towards purchase decision making of teenagers. The dimensions considered in this study are Attractiveness of celebrity, Expertise of celebrity, Trustworthiness of celebrity and Profile of celebrity. As per the concept developed for this study it was noted to adopt both qualitative and quantitative research strategies for the study. Questionnaire and interview guide were designed to obtain both quantitative and qualitative views of respondents respectively. Collected data from 105 respondents were analyzed with use of quantitative and qualitative tools such as SPSS ver. 20 and Case study. Results were obtained through qualitative and quantitative analysis. As per the finding of the study, it was observed that above mentioned four dimensions are positively related with purchase decision making of teenagers. Based on the research finding, this study had reached to conclusion and made the recommendations accordingly.

Key words: Celebrity Endorsement, Attributes of Celebrity, Teenagers, Generation Z, Buying Behavior