

THE SIGNIFICANCE OF CONSIDERING THE PROFESSION IN CELEBRITY ENDORSEMENTS

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Celebrity based endorsements helps to convey promotional messages through an attractive approach, whereby the consumers favorably perceive celebrity specific profile and other attributes that are of relevance to them. The consumer-based evaluation in terms of credibility of the message gets affected due to the relevance the consumer finds in between the endorser and the offering being endorsed. Out of many predictors determining the “match” between the product and the endorser, the profession of the celebrity secures a significant place. This paper aims to provide an understanding of the importance of considering the match between the product and the endorser in the context of celebrity-based endorsements made by celebrities belonging to different professions. Studies conducted in recognizing the most appropriate type of celebrity to endorse a particular product in the Sri Lankan context is limited. Hence, addressing this empirical gap, the study aims on identifying the most suitable celebrity based on their profession to endorse personal care products. A deductive approach, followed by a quantitative research method, utilizes Kruskal-Wallis H test in determining the suitability based on consumer perception based on the mean rank differences. The results have indicated a significant difference in the way the consumers perceive endorsements made by various celebrities belonging to different professions. The study contributes to academia and the industry through providing directions in increasing the effectiveness of investing on celebrity endorsers.

Keywords: *Celebrity endorsements; Consumer perception; Profession; Personal care products*
