

Impact of Brand Spokespersons' Credibility on Brand Attachment with Mediating Effect of Consumer Perception: Special Reference to Food and Beverage Industry in Western Province of Sri Lanka

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Abstract

In today's competitive and rapidly changing marketplace, building strong emotional bonds between consumers and brands is essential for sustained success. This study investigated the influence of brand spokesperson credibility on brand attachment within the food and beverage industry in Sri Lanka's Western Province, emphasising the mediating role of consumer perception. Driven by challenges such as increasing brand distrust and customer detachment, the research aims to understand how spokesperson attributes (trustworthiness, expertise, and attractiveness) affect consumers' emotional connection to brands. Adopting a quantitative, cross-sectional research design, data were collected from 384 consumers representing diverse demographic backgrounds through a structured and validated questionnaire. Data analysis was conducted using SPSS and structural equation modeling to examine the direct and indirect relationships among variables. The findings reveal that all three dimensions of spokesperson credibility significantly and positively impact brand attachment. Furthermore, consumer perception partially mediates this relationship, serving as a crucial mechanism that enhances consumer loyalty and emotional attachment. These results highlight the importance of managing both the credibility of brand representatives and consumers' perceptions strategically. The study offers practical implications for marketers in the food and beverage sector by underscoring the need for careful selection and management of spokespersons who genuinely resonate with the target audience. By maximizing spokesperson credibility and actively shaping consumer perception, brands can foster stronger, lasting attachments, thereby improving brand equity and competitive advantage in evolving markets.

Keywords: attractiveness, brand attachment, consumer perception, expertise, trustworthiness