



## The Impact of Celebrity Endorsement toward Brand Image with Special Reference to Men's Wear Apparel in Sri Lanka

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### Abstract

The working men take a significant role in the function of wearing formal wear apparel for day to day office. Number of factors affects the working men in selecting fashionable, quality apparel in order to fulfil their daily clothing needs. The clothing gives men confidence, more personality and more winning attitude for their day-to-day office work. Celebrities have been endorsed in modern apparel advertisements in order to thrive these needs and pass the level of confidence through celebrities. This study attempts to measure the impact of celebrity of endorsement on brand image with reference to men's wear formal apparel brands. For this research, 150 male respondents were selected by using systematic random sampling method. The data analysis was done using correlation, regression, and rank order by with the help of SPSS package version 23.0. According to the findings, celebrity endorsement and brand image are positively correlated. The study was conducted of focusing on three main attributes of celebrities. Those celebrity attributes were attractiveness, expertness and trust worthiness. When considering the research findings, it shows how the preferences towards men's wear apparel products (Shirts, ties, trousers) have been shifted over time in the modern era. The research findings reveal the most preferred local apparel brand in Sri Lanka, Namely 'Emerald'. Further it suggests changing the celebrities time to time, rather depending only on cricketers, where the cricketers have been always used for other advertisements as well and suggests moving on towards musicians and actors in order to give the same message with different personalities.

**Keywords:** Celebrity Endorsement, Brand Image, Men's Wear Apparel

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