

The Impact of the Perceived Effectiveness of Celebrity Endorsement on Perceived Brand Personality

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The application of celebrity endorsement practices in Sri Lanka has been intensive due to head on brand competitions resulting companies to depend on celebrities as one of the responsive strategies. However, it is crucial to examine the absolute effectiveness of the celebrity endorsement towards the endorsed brand as to rationalize the marketing expenses incurred. This is a critical matter for the industries or sectors where celebrity endorsement takes place quite competitively. Alongside the said preview, this study focus on evaluating the perceived effectiveness of celebrity endorsement on perceived brand personality. Accordingly, it has examined the relationship between celebrity endorsements related dimensions with the perceived brand personality to explain how it does make results-driven celebrity endorsement. Findings revealed that there is a positive relationship between perceived effectiveness of celebrity endorsement and perceived brand personality. Accordingly, it was noticed that the attractiveness and trustworthiness of celebrity endorsement prominently influence perceived brand personality reporting more than 0.8 of correlation values in both cases. Further, expertness of the celebrity also plays a major role. In line with the findings, this paper contributes for the managerial practices referring how to use effective celebrity endorsement strategies to make effective brand building strategies. This could be used as a decisional guide to companies in managing celebrities to enhance brand performance without tarnishing the respective brand image and personality. Finally, it has presented the future research directions as a contribution to knowledge by reviewing the research gaps found in Sri Lankan context.

Keywords: Attractiveness; Effectiveness of Celebrity Endorsement; Expertness; Perceived Brand Personality; Trustworthiness