

The Impact of Celebrity Endorsement on Brand Personality in Sri Lanka

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This Study was carried out to evaluate the effectiveness of celebrity endorsement on brand personality. Other than that this research was carried out to identify the relationship between celebrity endorsements and brand personality. Also to find out the key factors that plays a prominent role in a successful celebrity endorsement. To get a clear view of the relationship between the two variables a survey was carried out and information was gathered from Sri Lankan consumers.

The Outcome shows there is a positive relationship between celebrity endorsement and brand personality. Consumers agreed that brand personality gets influenced by the celebrity's characteristics. Most of the respondents are bias towards the attractiveness of the celebrity and trustworthiness. Expertise factor of the celebrity is also playing a major role. Companies would need to consider these factors when taking decisions regarding celebrity endorsements. They also need to identify the significant relationship it has with the brand personality.

From this conclusion companies can take successful celebrity related decisions without tarnishing their brand image and personality. This will increase their bottom lines if the decisions were taken tactfully.

Key Words: - *Celebrity Endorsement, Brand Personality, Attractiveness, Trustworthiness, Expertise*