

# **Impact of Celebrity Endorsement on Brand Recall: with Special Reference to Toothpaste Brands in Sri Lanka**

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The toothpaste product market is a growing industry in Sri Lanka with high competition. The purpose of this study is to investigate the impact of celebrity endorsement on brand recall of toothpaste brands in Sri Lanka. The researcher used Ohanian's celebrity endorsement dimensions as the basis of the research. Trustworthiness, Expertise, and Attractiveness as dimensions of the independent variable. This investigates how these factors impact brand recall. The researcher developed four hypotheses to test. This is quantitative research, and the primary data are collected through a self-administered questionnaire. The sample size is 200 to represent the total population using non-probability sampling methods from the western province of Sri Lanka. The researcher used analysis techniques of descriptive analysis, regression, and hypotheses testing where SPSS is used as analytical software. The finding can be used to select the most effective celebrity in celebrity endorsement advertising to get the brand on top of the customer's mind.

***Keywords:*** Brand Recall, Celebrity Endorsement, Sri Lanka, Toothpaste Brand