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Impact of celebrity personality on brand personality: empirical study using young consumers in southern province

T. R. Wijesundara and S. A. Buddhika

Dept. of Marketing, Faculty of Management & Finance, University of Ruhuna, Sri Lanka

Brand personality is one of the core dimensions of brand equity, which is concerned with how people attach a "pseudo" human personality to the brand itself, Brand personality has received considerable attention due to the fact that it increases consumer preference and usage as well as levels of trust and loyalty. During last decade, Sri Lanka also has seen a tremendous growth in marketing expenditure, especially in the area of brand development. Endorser strategy is one of the most popular marketing practices used by these marketers in order to develop brand personality. However, at the same time there are many arguments into which how does the Celebrity Personality impacts Brand Personality. Thus, the objective of the research was to determine the impact of celebrity personality on brand personality. The study was conducted as a survey where respondents were provided with a structured questionnaire, which comprises with statements for which respondents were allowed to provide their level of agreement. Questionnaire was based on Aaker's (1997), brand personality scale that was administered among a sample of 158. Data were analyzed using quantitative techniques where mean comparison and t-tests were used to test hypotheses. Research revealed that there was a strong relationship between celebrity personality on brand personality except in the areas of sincerity and tempting.

Keywords: brand personality, celebrity personality, consumer behavior