

The Impact of Celebrity Endorsement on Brand Recall

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To aware of the product presence in the competitive market the promotional mix plays a major role. Among the promotional mix, advertising using celebrities has significant effects on the brand. Therefore, the celebrity endorsement practices have been intensively used in the modern market. It is crucial to identify the cause and effect of celebrity endorsement before implementing the marketing plan. The usage of celebrity endorsement has been gradually enhanced within the field of cosmetics in the Sri Lankan context. Therefore, this study explores the impact of celebrity endorsement on brand recall regarding the fairness products in Sri Lanka since the limited number of studies has been performed related to this research area. The present research contributes to bridging the knowledge and theoretical gaps that exist in both local and international contexts. The primary objective of the study was to assess the impact of celebrity endorsement on brand recall while using attractiveness, trustworthiness, and expertise as the dimensions of celebrity endorsement. To collect data a survey was undertaken through the distribution of questionnaires. The millennial population was selected as the sample for the research and descriptive, correlation, and regression analysis were conducted to generate results. A strong positive relationship between celebrity endorsement and brand recall was identified in the fairness product. Moreover, a significant impact of celebrity endorsement on brand recall was discovered. Findings revealed the expertise as the prominent impactable celebrity endorsement dimension on brand recall and the attractiveness and trustworthiness align, respectively. Findings encourage the managers to recruit celebrities with expertise knowledge and attractive appearance in order to endorse the fairness products in Sri Lanka. Further research regarding the proposed area is encouraged.

Keywords: Celebrity endorsement, Attractiveness, Trustworthiness, Expertise, Brand recall