

# **The impact of celebrity endorsement toward brand image with special reference to men's wear apparel in Sri Lanka**

**Malshan Rashinda**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

**Dr.R.A.S. Weerasiri**

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka*

The working men take a significant role in the function of wearing formal wear apparel for day to day office. Number of factors affects the working men in selecting fashionable, quality apparel in order to fulfill their daily clothing needs. The clothing gives men confidence, more personality and more winning attitude for their day-to-day office work. This study attempts to measure the impact of celebrity of endorsement on brand image with reference to men's wear formal apparel brands.

For this purpose, 150 male respondents were selected by using systematic random sampling methods. The data analysis covered correlation, regression, and rank order by using the version 23.0 of SPSS package. Results revealed that celebrity endorsement and brand image are positively correlated. The study was conducted of focusing on three main attributes of celebrities. Those celebrity attributes were attractiveness, expertness and trustworthiness.

The research findings reveal the most preferred local apparel brand in Sri Lanka, Namely 'Emerald'. Further it suggests changing the celebrities time to time, rather depending only on cricketers, where the cricketers have been always used for other advertisements as well and suggests moving on towards musicians and actors in order to give the same message with different personalities.

**Key Words:** *Celebrity Endorsement, Brand Image, Men's Wear Apparel*