

Influence of Advertising Creativity on the Relationship between Celebrity Personality and Brand Personality

Manoj Jinadasa¹, RoshanPriyankaraPerera², D.M.R.Dissanayake³ and RanjanWeerakoon⁴

Abstract

Advertising acts as strong promotional mix element in marketing influencing brand communication activities to result favorable consumer responses. However, empirical and practice related arguments still question on the effectiveness of advertising in the cluttered media environment whereas creativity still plays a significant role avoiding such challenges. The effectiveness of creative advertising that results favorable brand evaluations has been claimed in empirical studies as a research direction. Additionally, practice related issues are reported claiming to examine the effectiveness of celebrity endorsed communication campaigns on brand related responses. Likewise, this study investigates how creative advertising could influence on brand personality as a form of brand evaluation whilst celebrity personality traits were also studied to determine the mediating effect within. It distributed 230 questionnaires within the Western province of Sri Lanka followed by convenient sampling method and finally analysis was done based on 204 questionnaires properly filled. It employed Structural Equation Model (SEM) by using AMOS-21 statistic package to do the hypotheses testing after Confirmatory Factor Analysis (CFA) is executed. Data analysis process followed the essentials for the dataset for normality and sample adequacy before employing the factor analysis for CFA. Results proved

¹ Senior Lecturer in Mass Communication, MSSc, BA(Hons). Department of Mass Communication, Faculty of Social Sciences, University of Kelaniya, Kelaniya, Sri Lanka. manojjina78@kln.ac.lk

² Professional Commercial Model, MBM in Marketing Management, PgD in Marketing, Dip in Mass Communication, Dip in Psychology (University of Kelaniya, Kelaniya, Sri Lanka), Corresponding Author

³ Senior Lecturer in Marketing Management, Head of the Department, PhD, DBA, MBA, B.B.Mgt (Hons) in Marketing, Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka. ravi@kln.ac.lk

⁴ Senior Lecturer in Sports & Recreation Management, MSc, BA(Hons). Department of Sports & Recreation Management, Faculty of Social Sciences, University of Kelaniya, Kelaniya, Sri Lanka