



## **Relationship Between Celebrity Personality and Brand Personality : With Special Reference on Airtel TV Commercial**

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### **Abstract**

The celebrity advertising becomes most popular in the modern world. In these days' sports celebrities has become the famous and favorable interest in the society, mostly among young generation. Many of researchers have researched about Impact on celebrity endorsement on brand image. But less number of researchers has done the relationship between celebrity personality and brand personality. Even in the Sri Lankan context we cannot find research about celebrity personality impact on brand personality. This research was conducted to fulfill the research gap. The research conducted to attain the objective of, to identify whether there is a relationship between celebrity personalities with brand personality. Therefore the researchable problem is whether there is a positive relationship between endorser personality with brand personality with special reference to Sri Lankan cricketer Kumar Sangakkara and Airtel brand. The research conducted in Matara district and primary data collected from a sample of 100 undergraduates by using a negatively ranked likert scale. Basically, the celebrity personality and brand personality were measured on five variables as sincerity, excitement, competence, sophistication and ruggedness by using SPSS 16.0 version. According to the findings, the celebrity personality effect on the brand personality. The R value of the regression analysis was 0.764. This indicated that if celebrity personality is differed, personality perception about the brand also differed by 76%. Sangakkara's personality correlation with the Airtel was also positive. Correlation value was 0.744 with a high significance. Therefore, when selecting a celebrity to promote a brand, personality of the endorser and the product should be matched.

**Keywords:** *Celebrity personality, Celebrity endorsement, Brand Personality*

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